

Dear Station Manager.....

It is once again time to renew your station's membership in IBS, the Intercollegiate Broadcasting System, Inc.

Because people tend to come and go and change more often at a school or college radio station than most other places....perhaps you may not be totally familiar with IBS, who we are, and what we do.

IBS is a non-profit association of over 600 school and college radio stations across the country. Our member stations operate all types and sizes of facilities, including closed-circuit, carrier-current, cable radio, 10-watt FM, and higher-powered FM stations. Most are staffed largely by student and community volunteers and operate on limited budgets.

IBS was founded in 1940 by the originators of carrier-current campus radio. As stations have grown and developed, so too has the scope of our activities and services. One recent example is the increasing involvement of the FCC in new rules and changes affecting noncommercial FM stations. Our services in this area have been increased accordingly, and we have been able to alert our stations to new developments and keep them informed as changes occur that affect them. And, we do it using informal, everyday language even inexperienced student broadcasters and administrators can understand.

Our more visible forms of member-station services include:

The Journal of College Radio - a national magazine published 5 times/year, including articles on station management, programming, engineering, etc. Also publishes an annual directory issue with listings of record companies, program sources, equipment suppliers, etc.

PRESIDENT'S NEWSLETTER - an informal newsletter to help keep station personnel informed on current topics of interest to broadcasters, including FCC actions, management problems, and upcoming activities. These are supplemented by Special Reports and Bulletins as events and issues warrant.

IBS NATIONAL CONVENTION - an annual gathering for school and college broadcasters, industry professionals, record companies, equipment suppliers, program syndicators, and many others. Sessions cover a wide variety of topics with ample opportunity for delegates to ask questions and meet with each other informally, to share common interests and problems.

FCC Information - with the FCC's new interest in noncommercial radio, we keep our stations informed on new changes and proposals, and how they may affect their operations and programming. Individual questions are answered by mail and phone. Help is provided to stations with questions and problems on present rules as well.

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IBS STATION HANDBOOK - a looseleaf format handbook serving as an excellent reference source for new stations as well as for continued operation of existing stations. Updates and supplements are sent to member-stations on a continuing basis. This year, the handbook is undergoing major updates and revisions and all dues-paying IBS member-stations will be eligible to receive the new edition at no extra cost.

TAPED PROGRAM SERVICE - IBS solicits outstanding taped program series from member-stations and other sources, and distributes these at a very nominal cost - often just the cost of duplication, postage, and handling. Program topics and types include public affairs, music, entertainment, history, children's programs and others.

NATIONAL REPRESENTATION - IBS serves as a focal point for those seeking information about school and college radio stations. We represent the interests of these stations as a whole before the FCC, Congress, music licensing organizations, record companies, equipment suppliers, program syndicators, and other governmental and private agencies, groups and organizations. IBS collects and summarizes statistical data regarding our stations and distributes such information to stations and other agencies.

STATION ASSISTANCE/CONSULTING SERVICES - Because the needs, problems, and interests of your kind of radio station are often quite different from those of "ordinary" radio stations, IBS offers specialized consulting services to member-stations. Those who have questions can phone or write our offices and take advantage of the expertise of our Board and staff members. Having somewhere to turn to where your unique kinds of questions and problems are understood can make a big difference.

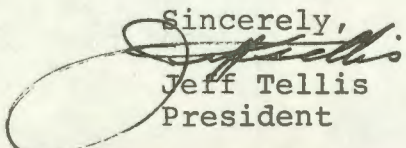
Coming up this year will be a number of changes that may affect your station:

- * Increasing financial pressures from budgetary limitations at schools and colleges; more interest in grants/funding
- * An even tighter situation at the record companies, as promotion copies get more difficult to obtain
- * Increasing use of satellite technology for program distribution and a dramatic drop in the costs of receiving equipment
- * More changes and proposals at the FCC that will affect stations
- * More growth for cable and carrier-current due to freeze by FCC against new 10-watt applications; huge wave of FCC construction permit approvals for 10-watters to increase power and/or change frequency.

National Public Radio is making its programs available to non-NPR stations under certain conditions for the first time. Some federal funds may be available to stations under the NTIA/PTFP program.

It's more important than ever to stay in touch with what's going on. Renewal of your station's membership will assure a continued flow of information and help for your station. Return the enclosed invoice with your payment check NOW, while there's still a few dollars left in your budget. You'll also save \$15 off the regular cost if you pay promptly, as indicated on the invoice. Have a great year at your station, and we look forward to receiving your membership renewal.

Sincerely,


Jeff Tellis
President